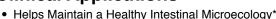
Flora Max

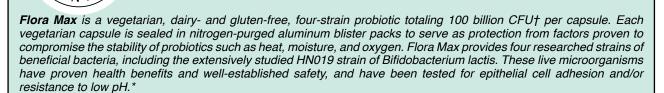
Flora Max







- Supports the Natural Immune Response*
- Supports the Natural Illinoine H
- Supports Bowel Regularity*
- Supports Lactose Digestion*



To further support resistance to low pH and the delivery of microorganisms to the small intestines, Vitality Natural Health Care employs DRcaps™ gastro-resistant capsules. These specially designed, innovative capsules help slow exposure of actives to stomach acid and ensure more targeted release.*

All Vitality Natural Health Care Formulas Meet or Exceed cGMP Quality Standards

Discussion

Supplementation with probiotics has many mechanisms of action that benefit health, including but not limited to: (1) supporting metabolic activity, such as the production of short-chain fatty acids and vitamins, nutrient absorption, and digestion of lactose; (2) adhering to intestinal epithelial cells to help maintain a healthy balance of organisms in the intestinal tract; (3) helping to establish populations of good bacteria after disruption in balance; (4) supporting immune function; (5) promoting intestinal epithelial cell survival; (6) supporting healthy bowel function; and (7) degrading oxalates.*[1-8]

Common challenges associated with probiotic supplementation are maintaining stability of the organisms during distribution and shelf life and, once taken by a consumer, survival of the organisms as they travel through the digestive tract so that they reach the target tissue (intestines) alive. To help ensure stability, Vitality Natural Health Care packages the Flora Max capsules in sealed, nitrogen-purged aluminum blister packs to serve as protection from factors proven to compromise the stability of probiotics, such as heat, moisture, and oxygen. Careful selection of organisms is another way Vitality Natural Health Care helps ensure stability. Careful organism selection, as performed for Flora Max, is also a critical aspect of supporting digestive survival. To further support resistance to low pH and the delivery of microorganisms to the small intestines, Vitality Natural Health Care employs DRcaps[™] gastro-resistant capsules. These specially designed, innovative capsules help slow exposure of actives to stomach acid to promote a more targeted release.*

HOWARU™ (*Bifidobacterium lactis* HN019) Discovered in 1899, *B lactis* play a key role in the human microflora throughout a person's life. Researchers have identified strain HN019 as having excellent probiotic potential based upon its ability to survive the transit through the human gastrointestinal tract, adhere to epithelial cells, and proliferate.^[6] *B lactis* HN019 has been extensively studied, and its safety and effectiveness is well accepted.^[7,8] To assess the impact of *Bifidobacterium lactis* HN019 supplementation on whole-gut transit time in adults, 100 subjects were given daily doses for 14 days of 17.2 billion colony-forming units (CFU), 1.8 billion CFU, or placebo. Decreases in mean whole-gut transit time over the 14-day study period were statistically significant in the high-dose group and the low-dose group, but not in the placebo group.^[8] This level of dosing also supported other parameters of healthy GI function, as were self-reported by patient survey. ^[8] In another study of preschool-age children, supplementing milk for one year with 1.9 x 10 CFU per day *B lactis* HN019 and 2.4 g/day of prebiotic oligosaccharides supported both healthy iron status and weight gain.^[9] In a randomized, double-blind, placebo-controlled human dietary intervention study in elderly subjects (>60 yrs.), supplementary *B lactis* HN019 resulted in statistically significant increases in the beneficial organisms *bifidobacteria* and *lactobacilli*.*^{1(10]}

Lactobacillus acidophilus (Lactobacillus acidophilus La-14) This common inhabitant of the human mouth, intestinal tract, and vagina, is also found in some traditional fermented milks (e.g., kefir) and is widely used in probiotic foods and supplements. It has a history of safe human consumption. The L acidophilus La-14 strain is of human origin and has been identified as a type A1 L acidophilus. L acidophilus shows excellent adhesion to human epithelial cell-lines.*[11,12]

Lactobacillus plantarum (Lactobacillus plantarum Lp-115) This bacteria was isolated from plant material and is abundantly present in lactic acid-fermented foods, such as olives and sauerkraut. In vitro studies have shown that L plantarum strain Lp-115 has excellent adhesion to epithelial cell lines. In addition, L plantarum is resistant to low pH conditions and survives the presence of bile at duodenal concentrations. In addition, I plantarum is resistant to low pH conditions and survives the presence of bile at duodenal concentrations.

Bifidobacterium Iongum (Bifidobacterium Iongum BI-05) The *B* longum BI-05 strain is well accepted as safe for human consumption. *B* longum is resistant to low pH and bile salts and is well suited to the intestinal environment.*[14]

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Supplement Facts

Serving Size: 1 Capsule Servings Per Container: 30

Amount Per Serving %Daily Value

Proprietary Blend 409 mg (50 Billion CFU†) Lactobacillus acidophilus La-14 Bifidobacterium longum BI-05 Lactobacillus plantarum Lp-115

HOWARU® Bifido 167 mg (50 Billion CFU†) (Bifidobacterium lactis HN019)

** Daily Value not established.

Other Ingredients: HPMC (acid-resistant capsule), microcrystalline cellulose, magnesium stearate, and silica.

†Colony-Forming Unit

HOWARU®

HOWARU® is a registered trademark of Danisco A/S and used under

Directions

Take one capsule with water daily, or as directed by your healthcare practitioner.

Consult your healthcare practitioner prior to use. Individuals taking medication should discuss potential interactions with their healthcare practitioner.

Does Not Contain

Wheat, gluten, soy, animal or dairy products, fish, shellfish, peanuts, tree nuts, egg, ingredients derived from genetically modified organisms (GMOs), artificial colors, artificial sweeteners, or artificial preservatives.

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